

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

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1. (Currently Amended) A system for controlling a TV having an OSD (On Screen Display) function, comprising:

*A' could*

a service site server ~~for providing~~ configured to provide a user OSD (~~On Screen Display~~) set menu and an OSD generation program ~~corresponding of the~~ which corresponds to original information of a the TV, wherein the OSD generation program is configured to provide a plurality of language selections and a plurality of viewing and display processing format selections;

a control unit ~~for generating a pertinent OSD by using the OSD generation program after being provided~~ configured to receive the user OSD set menu and the OSD generation program from the service site server and to generate a corresponding OSD; and

a video processing unit ~~for displaying the generated~~ configured to display the OSD generated by the control unit on a screen.

*B)*

2. (Currently Amended) ~~The system TV having the OSD (On Screen Display)~~ function according to claim 1, wherein the TV further comprises a storing unit ~~for storing~~

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*B1*  
~~configured to store the original information, contact information for contacting related to the service site server, and an the OSD generation program corresponding which corresponds to the original information.~~

*A1 could*  
3. (Currently Amended) The system ~~TV having the OSD (On Screen Display)~~ function according to claim 1, wherein the service site server ~~contacts to~~ is configured to make contact with the control unit through a network interface unit.

*B1*  
4. (Currently Amended) The system ~~TV having the OSD (On Screen Display)~~ function according to claim 1, wherein the ~~OSD generation program provides various languages and various OSD~~ plurality of viewing formats comprises a plurality of aspect ratios, and wherein the plurality of display processing formats comprises at least NTSC and PAL.

*Prior Art P.3*  
5. (Currently Amended) The system ~~TV having the OSD (On Screen Display)~~ function according to claim ~~4~~ 1, wherein the user OSD set menu ~~describes OSD language information for selecting~~ is configured to allow a user to select a user request language among the various languages from the plurality of language selections provided by the OSD generation program, and OSD format information for selecting to select a user request OSD format among

~~the various OSD formats~~ from the plurality of viewing and display processing format selections provided by the OSD generation program.

6. (Currently Amended) The system ~~TV having the OSD (On Screen Display)~~ function according to claim 5, wherein the ~~OSD format is a format or a volume of an OSD~~ comprises at least one of a display processing type format and an aspect ratio format.

*A1  
control*  
7. (Currently Amended) The system ~~TV having the OSD (On Screen Display)~~ function according to claim 2, wherein the original information is comprises at least a model name or a model number of a product the TV.

8. (Currently Amended) The system ~~TV having the OSD (On Screen Display)~~ function according to claim 2, wherein the contact information is comprises a URL (Uniform Resource Locator).

9. (Currently Amended) The system ~~TV having the OSD (On Screen Display)~~ function according to claim 2, wherein the control unit ~~contacts to~~ is configured to contact the service site server ~~by using the contact information~~ stored in the storing unit, and stores to store

an OSD generation program ~~corresponding~~ which corresponds to an OSD set menu selected by a user ~~among~~ from a plurality of user OSD set menus stored in the storing unit.

10. (Currently Amended) The ~~system~~ TV ~~having the OSD (On Screen Display)~~ function according to claim 9, wherein the control unit ~~generates the pertinent OSD by using the OSD generation program stored in the storing unit when~~ is configured to receive an operation order signal of input by a user, to access the OSD generation program stored in the storing unit, and to generate an OSD based on the operation order signal is inputted.

11. (Currently Amended) A control method of a TV having an OSD (On Screen Display) function, comprising:

receiving a user OSD set menu ~~corresponding~~ which corresponds to the original information of a ~~the~~ TV by contacting to a service site server when an OSD set key signal is inputted generated;

receiving an OSD generation program ~~corresponding~~ which corresponds to a user request OSD menu ~~among the user OSD set menus;~~ and

generating ~~an a user~~ OSD which reflects a user selected language and user selected viewing and display processing formats corresponding to an operation order signal by using the

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received accessing the OSD generation program when an the operation order signal of is input  
by a user is inputted.

12. (Currently Amended) The control method of the TV having the OSD (On Screen Display) function according to claim 11, wherein ~~the receiving process for receiving the user~~ OSD set menu ~~uploads~~ comprises uploading the original information of the TV by contacting to the service site server, and ~~receives~~ receiving a user OSD set menu ~~corresponding which~~ corresponds to the uploaded original information.

13. (Currently Amended) The control method of the TV having the OSD (On Screen Display) function according to claim 11, wherein ~~the generating process for generating the user~~ OSD ~~updates the~~ comprises updating a former OSD generation program with the received OSD generation program, and ~~generates~~ generating an OSD ~~corresponding which corresponds~~ to the operation order signal by using the updated OSD generation program.

14. (Currently Amended) The control method of the TV having the OSD (On Screen Display) function according to claim 11, wherein the original information is comprises at least a model name or a model number of a product the TV.

15. (Currently Amended) The control method of the TV having the OSD (On Screen Display) function according to claim 11, wherein the OSD generation program comprises various OSD languages a plurality of language selections and various OSD formats a plurality of viewing and display processing format selections.

*Al could*  
16. (Currently Amended) The control method of the TV having the OSD (On Screen Display) function according to claim 15, wherein the user OSD set menu describes OSD language information for further comprising selecting a user request language among the various OSD languages from the plurality of language selections provided by the OSD generation program, and OSD format information for selecting a user request format among the various OSD formats from the plurality of viewing and display processing format selections provided by the OSD generation program.

17. (Currently Amended) The control method of the TV having the OSD (On Screen Display) function according to claim 16, wherein the OSD format is a type or a volume of an OSD plurality of viewing format selections comprises a plurality of aspect ratios, and wherein the plurality of display processing format selections comprises at least NTSC and PAL.

18. (Currently Amended) A TV having an OSD (On Screen Display) function, comprising:

a network interface unit ~~for receiving~~ configured to receive an OSD generation program which provides a user OSD set menu corresponding to ~~the~~ original information of a product, various languages, and various OSD formats the TV, a plurality of language selections, and a plurality of viewing and display processing format selections from a service site server;

*Amended*  
a storing unit ~~for storing~~ configured to store the original information and contact information of the service site server;

*9*  
a control unit ~~for transmitting~~ configured to transmit the original information of the TV product by ~~contacting to~~ received from the service site server, to store by using the contact information stored in the storing unit, storing the OSD generation program corresponding to ~~the~~ an OSD set menu selected by ~~the~~ a user ~~among the~~ from a plurality of user OSD set menus stored in the storing unit, and ~~generating a pertinent~~ to generate an OSD by using the OSD generation program stored in the storing unit when an operation order ~~of is input~~ by a user is inputted; and

a video processing unit ~~for displaying~~ configured to display the OSD generated ~~in~~ by the control unit on a screen.

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19. (Currently Amended) The TV having the OSD (~~On Screen Display~~) function according to claim 18, wherein the user OSD set menu ~~describes OSD language information for selecting~~ is configured to allow a user to select a user request language among the various OSD languages from the plurality of language selection provided by the OSD generation program, and OSD format information for selecting a user request format ~~among the various OSD formats from the plurality of viewing and display processing format selections provided by the OSD generation program.~~

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